

Jason Thomas Farnacci

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EDUCATION

University of South Carolina, School of Journalism and Mass Communications Columbia, SC
Bachelor of Journalism and Mass Communications May 2024
Major: Public Relations
Minor: Sports and Entertainment Management
Honors: Dean's List

PROFESSIONAL EXPERIENCE

Pocket FM Remote
Social Media and Junior Artist Intern August 2023 -November 2023

- Collaborated with international team members to develop and execute social media strategies for a global audio book company in more than 20 countries (India, France, Austria, USA...)
- Directed a successful campaign that increased TikTok and Instagram followings by over 5,000, implementing trends and SEO strategies to produce and oversee engaging content for various social media platforms
- Managed social media accounts and monitored analytics using Google Analytics and Hootsuite
- Based on research and analysis, created and implemented multiple growth tactics for various platforms

Jones Beach Amphitheater Wantagh, NY
Box Office Worker June 2019-August 2023

- Responsible for money, technical tickets issues and sold tickets. Responsible for VIP and press passes for large live entertainment events
- Assisted the box offices managers in counting money, tickets, and seats around the amphitheater
- Sold tickets, parking, and VIP passes in the box office
- Engaged customers with mobile ticketing issues in a work friendly and kind manner
- Managed artist will call tickets and backstage passes for the box office

Live Nation Entertainment Wantagh, NY
Box Office Manager November 2021- January 2023

- Managed 5+ workers and box office equipment for the venues staff
- Handled and resolved customer complaints and escalated unresolvable issues to management
- Analyzed individual profits for the venue per event
- Exhibited professionalism and collaborated with multiple staff members of all departments

VOLUNTEER EXPERIENCE & ACTIVITIES

Light The Night Walk for Leukemia and Lymphoma Society Columbia, SC
Volunteer October 2021-Novemeber 2021

- Volunteered helping walk organizers handout shirts necessary along with additional accessories for walkers and runners who were participating

Phi Kappa Sigma Fraternity Columbia, SC
Public Relations Chair January 2022 – May 2022

- Managed and operated the Phi Kappa Sigma's social media portfolio, ensuring continuous content generation, event promotion, and increased engagement

University of South Carolina PRSSA Columbia, SC

- Active member of Public Relations Students Society of America January 2022 – May 2024
- Engaged in continuous learning and networking through students and alumni further enhancing strategic communication skills and industry knowledge

SKILLS

Microsoft Office, Adobe Creative Suite, SEO optimization, Public Relations Strategies, Premiere Pro, Google Ads, Content creation, Social media management, Customer service, Marketing and Promotion tactics, AP Style Writing, Media Relations, Google Analytics, Hootsuite